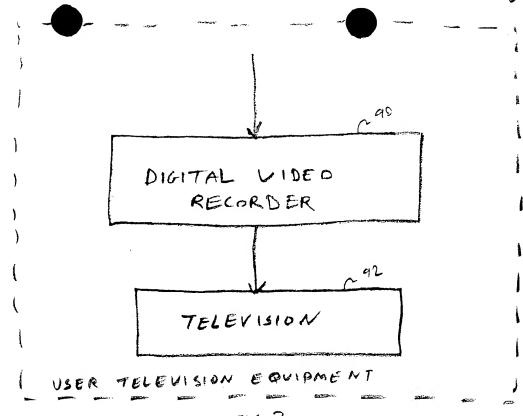
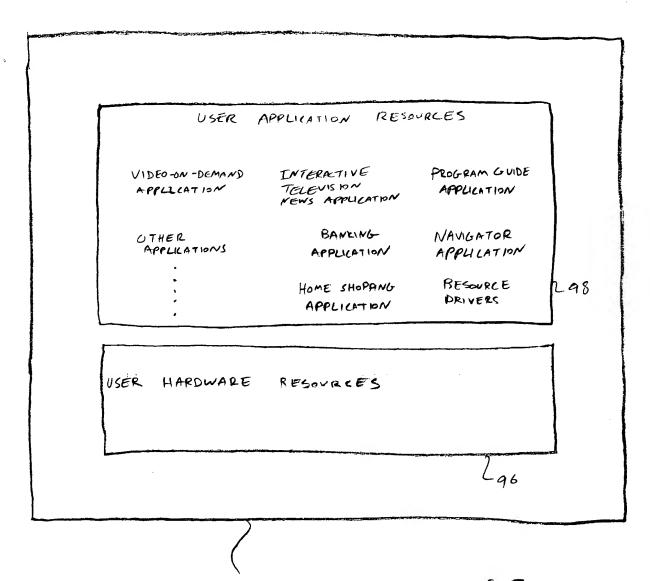


FI(. 1.



F16.2



USER TELEVISION EQUIPMENT

PROVIDE AN INTERACTIVE PROGRAM GUIDE APPLICATION AND AN INTERACTIVE NON-PROGRAM GUIDE APPLICATION (e.g., Inter-etive television news application, Interestive home shapping application, etc.) 2100

USE THE NON-PROGRAM- GUIDE APPLICATION TO DISPLAY A NON-PROGRAM-GUIDE DISPLAY SCREEN

102

DISPLAY IN THE NON-PROGRAM-GUIDE DISPLAY SCREEN INFORMATION (E.S., TEXT, Ads, graphics, etc.) RELATED TO PROGRAMMING 2104 ce.g., a program, series, channel, network, pickinge, etc.)

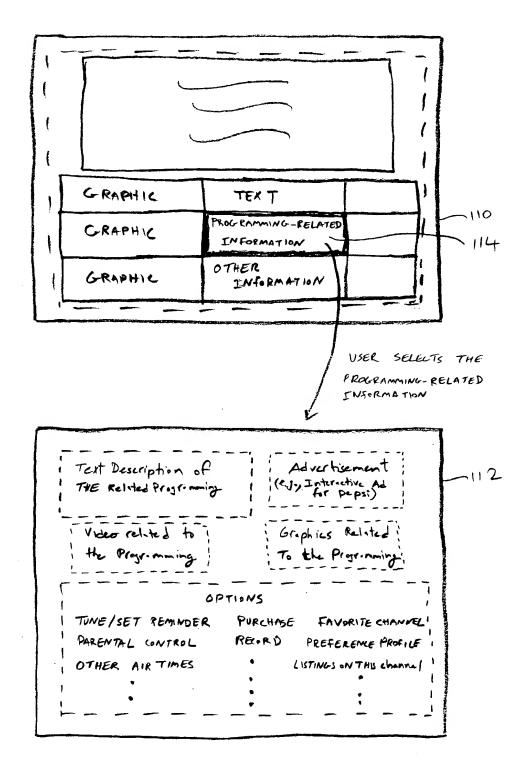
PROVIDE USER WITH AN OPPORTUNITY TO SELECT THE INFORMATION 12106 FROM THE NON-PROGRAM-GUIDE DISPLAY SCREEN

USER SELECTS THE INFORMATION

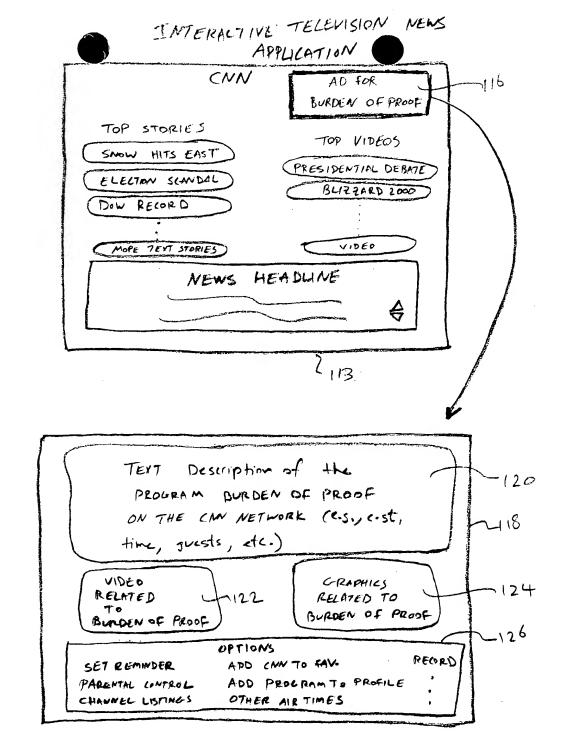
I16 4

DISPLAY A BISPLAY SCREEN OR OVERLAY FOR THE PROGRAMMING THAT IS RELATED TO THE SELECTED INFORMATION

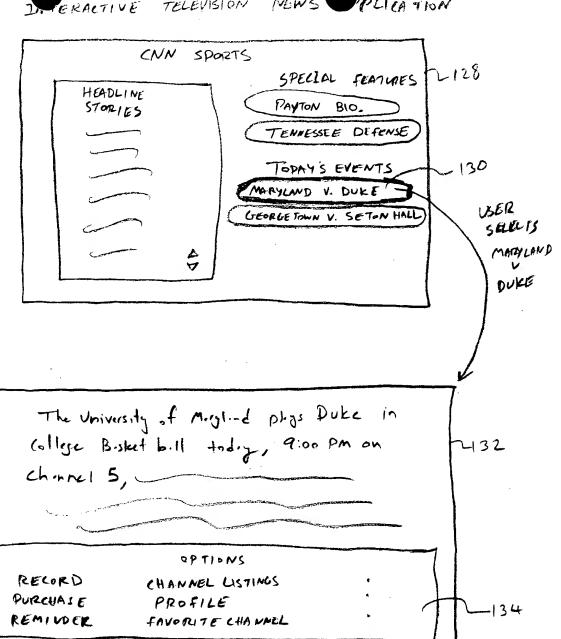
408



F16.5



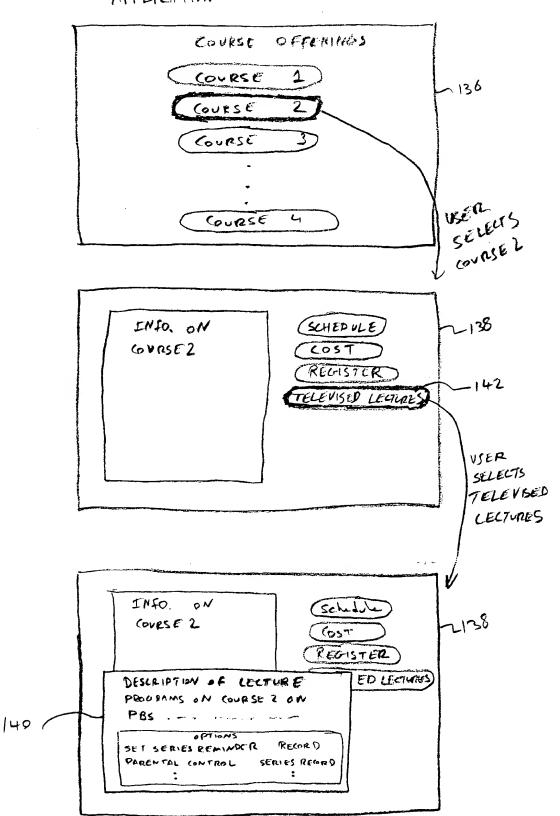
516.6

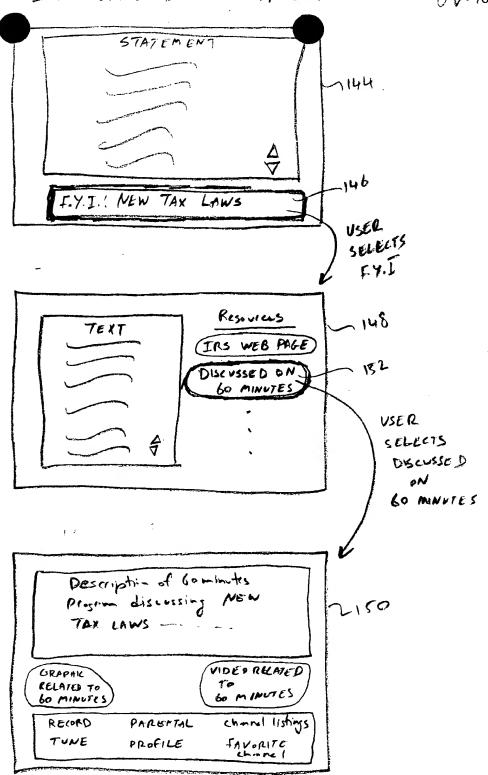


516.7

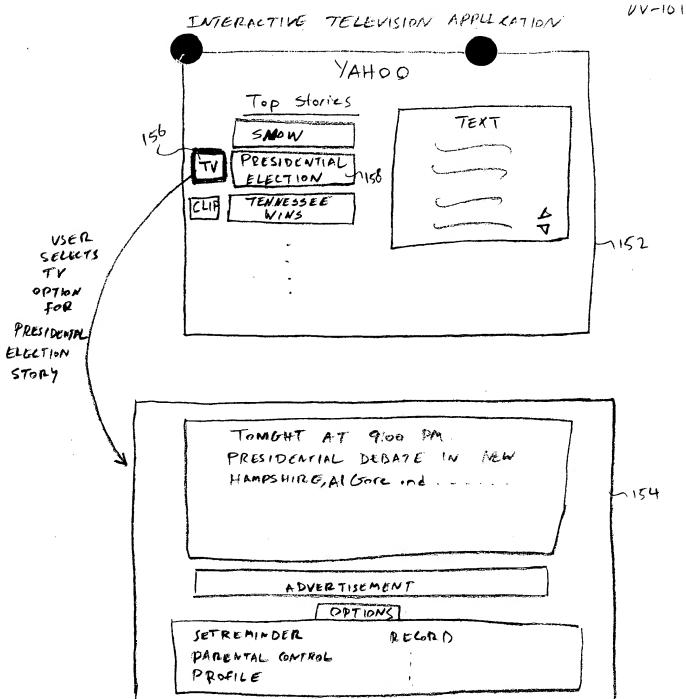
F16 8

INTERACTIVE EDUCATION





516.9



516 19

PROVIDE USER WITH AN OPPORTUNITY TO SELECT INFORMATION RELATED PROGRAMMING FROM A MON-PROGRAM- GUIDE APPLICATION DISPLAY SCREEN

USER MAKES A SELECTION

A PROGRAM GUIDE PATABASE TO DETERMINE WHICH PROGRAMMING IS THE SELECTE D 70 RELATED

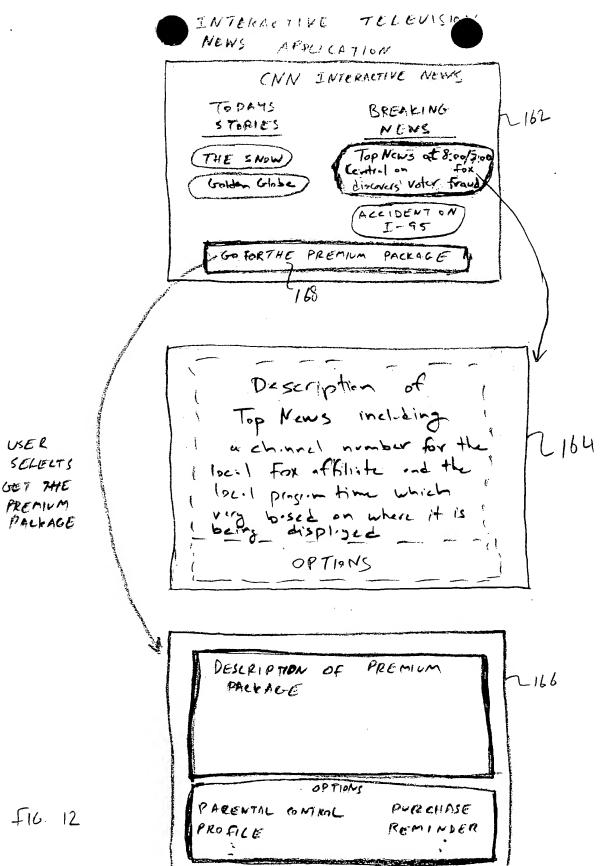
2158

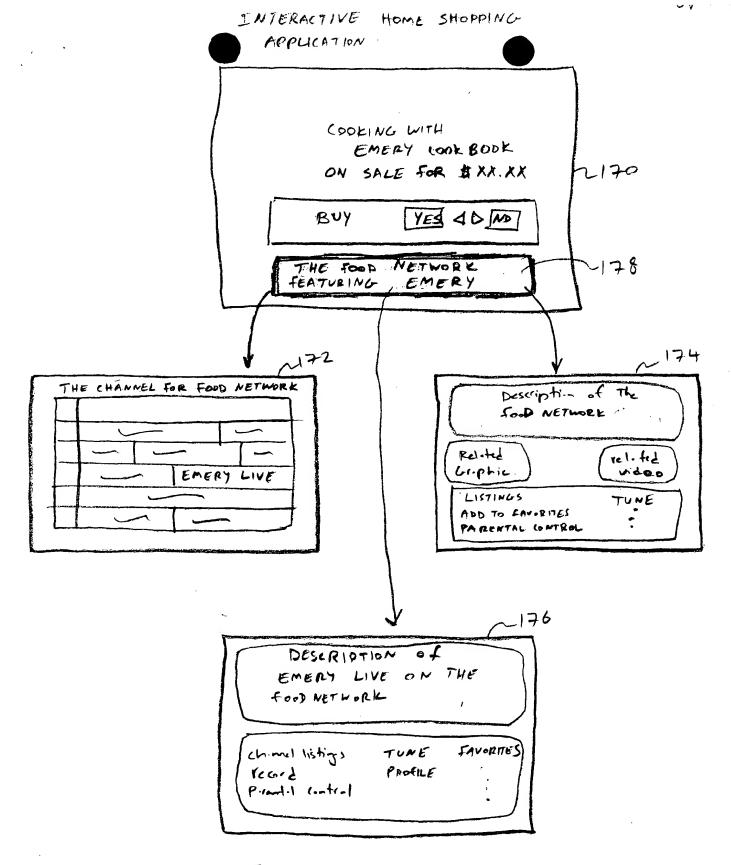
- 156

INFORMATION

DISPLAY DISPLAY A SCREEN OR REGION POR THE PROGRA MMINO. RELATED

2160





F16. 13

DISPLAY A NON-PROGRAM-CUIDE APPLICATION DISPLAY SCREEN HAVING SELECTABLE INFORMATION THAT IS RELATED & PROGRAMMING

150

12182

USER SELECTS INFORMATION

DISPLAY A DISPLAY SCREEN OR OVERLAY BASED ON THE SELECTED INFORMATION

PROVIDE USER WITH AN OPPORTUNITY TO RETURN TO THE INITIATING NON-PROFRAM - GUIDE APPLICATION /2184 DISPLAY SCREEN

USER SELECTS TO RETURN TO MATIATING DISPLAY SCREEN

DISPLAY THE INITIATING NON-PROGRAM -OVIDE - DISPAY SCREEN

2186

F16-14

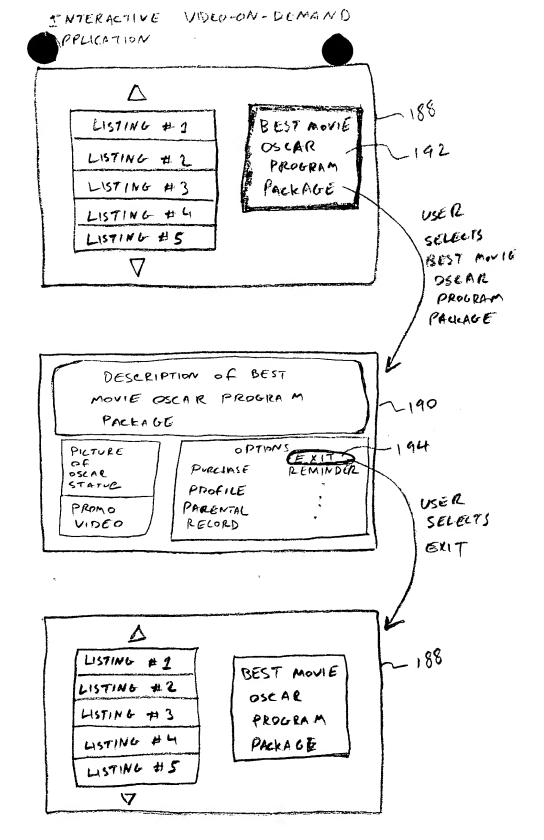
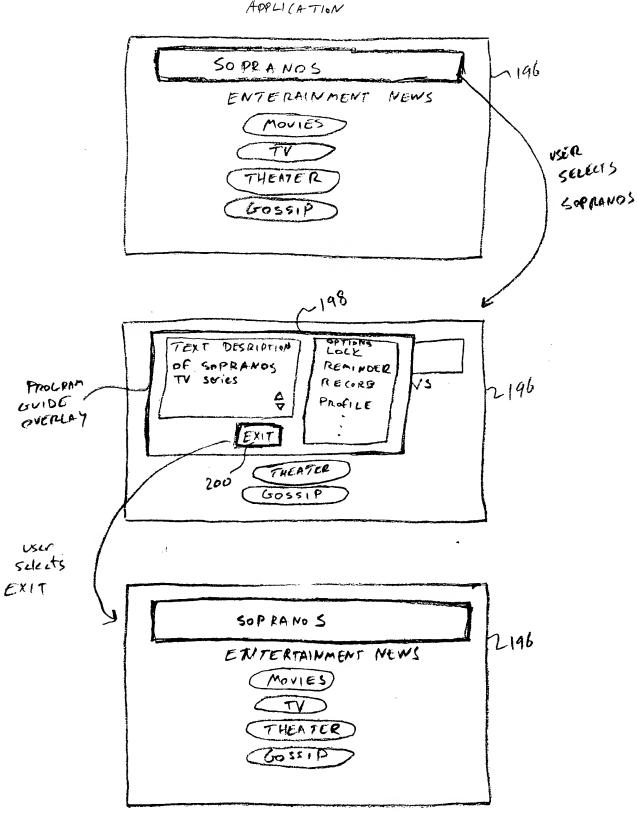


FIG 15

INTERACTIVE TIELENSION OWS APPLICATION



FIb. 16

DISPLAY A NON-PROGRAM-GUIDE
APPLICATION DISPLAY SCREEN
HAVING SELECTABLE INFORMATION
THAT IS RELATED PROGRAMMING

1202

DISPLAY AN INDICATOR ASSOCIATED WITH

THE SELECTACLE INFORMATION

TO- INDICATE TO THE USER

THAT THE

INFORMATION IS RELATED TO PROGRAMING

2204

THE INDICATOR 122049

USER SELECTS THE INDICATORY INFORMATION

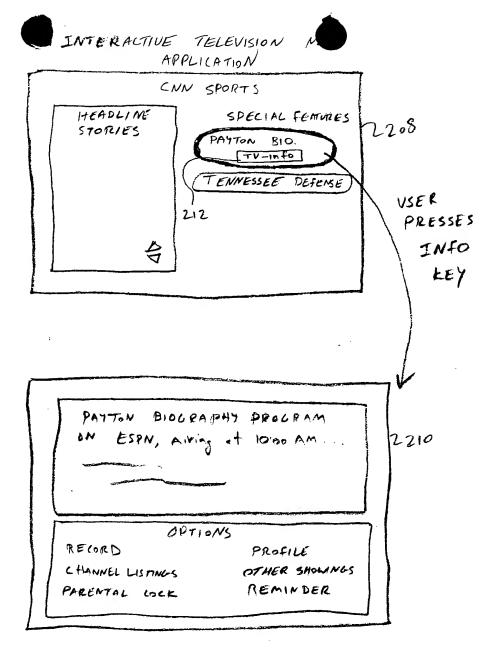
DISPLAY A DISPLAY SCREEN OR

OVERLAT FOR THE RELATED PROGRAMMING

BASED ON THE SELECTED INDICATORY 1206

SELECTED INFORMATION

FIG. 17



f16.18